

# North Media

**\*NORTH MEDIA A/S**

Market: OMXC Mid Cap

Ticker: NORTHM

Share price (DKK): 48.7

Market cap (DKK): 878m

Net debt (DKK): -794m

Enterprise value (DKK): 79m

## Share information



Ytd 1.0% 1 year: -7.4%  
1 month: -1.2% 3 year: -20.9%

Note: We apply the closing price from 5 November 2025. Index rebased to 5 November 2024. Source: S&P Capital IQ

## Financials

DKKm	2023	2024	2025E*
Revenue	949.1	1,301.4	1,270-1,305
Revenue growth	-4.6%	37.1%	-2.4% to 0.3%
EBITDA	181.9	153.5	105-126
EBITDA margin	18.6%	11.8%	8-10%
EBIT	149.9	-74.9	50-70
EBIT margin	15.8%	-5.8%	4-6%
Net income	264.4	61.7	N/A
Net income margin	27.9%	4.7%	N/A
Net cash	658.5	737.1	N/A

Note: \*North Media's own 2025 guidance. North Media guides for absolute numbers, growth/margins are implied. Guidance previously DKK: Revenue 1,270-1,315m; EBITDA 105-130m; EBIT 50-75m.

## Valuation multiples

	2023	2024	2025E*
P/S (x)	1.2	0.7	0.7
EV/Sales (x)	0.5	0.1	0.1
EV/EBITDA (x)	2.8	0.9	0.7
EV/EBIT (x)	3.4	N/A	1.0
P/E (x)	4.4	14.1	N/A
P/B (x)	1.0	0.8	N/A
P/CF (x)	9.3	9.3	N/A

Note: Multiples for 2023 and 2024 are based on historical numbers \*Multiples in 2025 are based on North Media's own guidance

## Company description

North Media connects businesses with customers through its Last Mile packing and distribution network and Digital Services. Its Last Mile segment (FK Distribution and SDR Svensk Direktreklam) packs and distributes printed matter e.g., leaflets and local newspapers, reaching 80% of Danish and 90% of Swedish Households. The Digital Services include BoligPortal, Dayli, and Bekey. BoligPortal is a leading Danish rental platform, while Dayli is a platform for online retail discounts, and Bekey provides digital access solutions. Additionally, Karman Connect (a 50% owned fintech company) matches borrowers and lenders.

## Investment case

After a challenging 2024 marked by a DKK 155m SDR impairment, 2025 is showing stabilization and operational progress, despite a long-term declining trend in printed matter volumes. Despite the documented gradual market decline, FK Distribution and SDR maintain market-leading positions, generating solid cash flows relative to North Media's valuation. While dividends were paused in 2024, cash flow may support future payouts, investments in Digital Services, or further acquisitions, to offset Last Mile declines.

North Media's narrowed 2025 guidance continues to signal operational stabilization, with Last Mile volumes mostly offset by efficiency gains and cost discipline. The automated packing for SDR was completed in October 2025 and should positively impact SDR margins into 2026. Meanwhile, Bekey and Dayli are reducing losses through sharper strategic focus and cost controls. BoligPortal currently faces a softer rental market but maintains EBITDA margins +30%. The turnaround remains a work in progress, and further progress can support cash flow in the medium term.

North Media has generated a cash flow from operations yield of 3.8% 9M YTD 2025, despite higher operating costs relating to SDR operating model overhaul. Valuation multiples trade significantly below its peer group average, particularly on an EV basis as the market value is only a little higher than the net cash position.

## Key investment reasons

Last Mile continues to generate solid cash flow and progress with the SDR production model transformation can support stronger cash flow if SDR operating income develops positively. The continued turnaround of SDR may lift group margins from 2026.

North Media trades at a very low valuation with the market value currently at a similar level to its cash and securities value. Therefore, the current earnings power of the business is almost completely discounted by the market despite solid cash flow. A historical dividend payout ratio of 45-60% can also give investors significant dividends if earnings improve.

North Media can use its strong capital reserves to invest in Digital Services and/or acquire businesses to generate long-term growth and help offset Last Mile declines. Despite challenges relating to the acquisition of SDR, future acquisitions may generate positive returns and support long-term value creation for shareholders.

## Key investment risks

North Media's Last Mile segment will likely continue facing structural decline due to digitalization. While its Digital Services offer the potential to partially offset the decline, Bekey struggles to reach profitability and drags on the segment's performance. Additionally, realizing synergies in SDR may take longer than expected, and the impairment of DKK 155m in 2024 relating to lower future volumes suggests challenges to integrate are ongoing.

North Media holds most liquid reserves in a securities portfolio, worth DKK 860m as of 31.10.2025. While the portfolio value has appreciated significantly since 2015, the direct link to equity prices and particularly NVIDIA weighting ~30% deters some investors.

A recent ruling against FK Distribution relating to abusing its dominant position in 2018-2019 can bring a contingent liability. North Media will appeal the ruling but may lead to a future one-off loss. Environmental impacts of leaflets remains a discussed topic.

## Peer group

Company	Price	Total return	Market cap	EV	EV/EBITDA	EV/EBIT	P/E	EBIT margin				
	(local)	YTD	(EURm)	(EURm)	2024	2025e	2024	2025e	2024	2025e	3-yr avg	LTM
Median of publishers		21.6%	1,409	1,744	9.1	8.5	25.5	15.8	33.1	18.3	11.9%	3.7%
Median of platform companies		12.1%	6,512	6,589	21.0	17.7	21.9	19.7	30.8	26.2	59.8%	56.2%
Weighted peers (90% / 10%)					<b>10.3</b>	<b>9.5</b>	<b>25.2</b>	<b>16.2</b>	<b>32.9</b>	<b>19.1</b>	<b>14.8%</b>	<b>6.8%</b>
<b>North Media A/S</b>	<b>DKK 48.7</b>	<b>1.0%</b>	<b>118</b>	<b>10.6</b>	<b>0.9</b>	<b>0.7</b>	<b>1.4</b>	<b>1.0</b>	<b>14.1</b>	<b>N/A</b>	<b>6.0%</b>	<b>5.4%</b>

Note: Data from 05/11/2025

Source: S&amp;P Capital IQ

# Appendix – Peer Group

**Estimates and Assumptions:** Data in the peer group has not been calculated by HC Andersen Capital but is instead composed of consensus analyst estimates from S&P Capital IQ. Some peers have no or limited analyst cover; hence N/A shows for some data points. HC Andersen Capital assumes no responsibility for the correctness of the numbers in the peer group; however, considers S&P Capital IQ a credible source of information. It is worth noting that no perfect peers for North Media exist, and therefore, direct comparisons may not be appropriate.

**Weighting Assumptions:** The peer group has been weighted with a 90% to 10% split between publishing and platform peers, to reflect North Media's 2024 revenue split between its Last Mile (publishing) and Digital Services.

Selected publishing and platform companies overview:

**Alma Media:** is a Finland-based digital media company focusing on digital services and journalistic content. Alma Media has divested its printed newspaper publishing business and has only its digital media arm now.

**Rebl Group:** is a Finland-based communications group that owns companies engaged in publishing and printing newspapers in Eastern Finland, including one company that operates printing plants. The company also provides services in graphic design and is a suitable peer to FK Distribution.

**Sanoma Oyj:** is a Finnish media group with physical and digital media brands. The company also develops printed and digital learning materials for teachers.

**TX Group AG:** is a Swiss media group that hosts the largest editorial network in Switzerland, publishing and printing Sunday newspapers and magazines, as well as hosting digital marketplaces and digital media brands.

**Rightmove plc:** is the UK's leading online real estate portal, providing property listings, market insights, and digital advertising solutions for estate agents, landlords, and homebuyers. The company is listed on the London Stock Exchange (LSE) and is a constituent of the FTSE 100 Index.

**Scout24 SE:** is a German-based digital marketplace for residential and commercial real estate. It has also launched activities in Austria and is a suitable peer to North Media's BoligPortal.

Company	Price (local)	Total return YTD	Market cap (EURm)	EV (EURm)	EV/EBITDA		EV/EBIT		P/E		EBIT margin	
					FY2024	FY2025	FY2024	FY2025	FY2024	FY2025	3-yr avg	LTM
Alma Media Oyj	EUR 14.2	33.6%	1,164	1,298	11.8	13.2	14.7	15.8	18.3	19.7	24.1%	23.9%
Rebl Group Oyj	EUR 1.1	-0.9%	14	27	3.0	6.3	NM	NM	2.3	NM	-1.3%	-4.1%
Sanoma Oyj	EUR 10.2	37.5%	1,654	2,191	8.0	6.4	25.5	11.1	47.9	16.9	13.4%	9.6%
TX Group AG	CHF 193.8	9.5%	2,206	2,355	10.2	10.6	28.4	17.1	54.2	NA	10.4%	-2.2%
<b>Median publishing peers</b>		<b>21.6%</b>	<b>1,409</b>	<b>1,744</b>	<b>9.1</b>	<b>8.5</b>	<b>25.5</b>	<b>15.8</b>	<b>33.1</b>	<b>18.3</b>	<b>11.9%</b>	<b>3.7%</b>
Rightmove plc	GBP 6.7	5.9%	5,877	5,835	18.9	17.0	19.2	17.4	26.0	23.3	71.9%	67.4%
Scout24 SE	EUR 99.6	18.3%	7,148	7,344	23.0	18.3	24.7	22.0	35.5	29.0	47.7%	45.0%
<b>Median platform peers</b>		<b>12.1%</b>	<b>6,512</b>	<b>6,589</b>	<b>21.0</b>	<b>17.7</b>	<b>21.9</b>	<b>19.7</b>	<b>30.8</b>	<b>26.2</b>	<b>59.8%</b>	<b>56.2%</b>
<b>North Media A/S</b>	<b>DKK 48.7</b>	<b>1.0%</b>	<b>118</b>	<b>10.6</b>	<b>0.9</b>	<b>0.7</b>	<b>1.4</b>	<b>1.0</b>	<b>14.1</b>	<b>N/A</b>	<b>6.0%</b>	<b>5.4%</b>

Note: Data from 05/11/2025

Note: North Media estimates based on North Media's own mid-point guidance

Source: S&P Capital IQ